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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	10/659,228
Filing Date	09/10/2003
First Named Inventor	Barbara Rae Ryan
Art Unit	2623
Examiner Name	
Attorney Docket Number	54151.19US1

Total Number of Pages in This Submission	3
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## ENCLOSURES (Check all that apply)

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<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input checked="" type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application	- Statement Under 37 CFR 3.73 (b)	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	- return postcard	

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Customer No. 34018 - Greenberg Traurig LLP		
Signature			
Printed name	Gary R. Jarosik		
Date	August 19, 2005	Reg. No.	35,906

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:			
Signature			
Typed or printed name	Ranni Matar	Date	August 19, 2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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REVOCATION OF POWER OF ATTORNEY WITH NEW POWER  
OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Applicant No./ Patent No.	Filing Date/ Issue Date	First Named Inventor	Art Unit	Examiner	Attorney Docket No.
10/746,086	12/26/2003	Barbara Rae Ryan	3722	Carter, Monica Smith	54151.08US1
5,970,474	10/19/1999	Micheal LeRoy		Zarni Maung	54151.09US1
5,667,056	09/16/1997	Gary S. Kimmet		D. Glenn Dayoan	54151.10US1
6,725,999	04/27/2004	Ruben Luevano	3651	Joseph E. Valenza	54151.15US2
10/206,137	07/26/2002	Kevin Callahan	3629		54151.17US1
6,601,929	08/05/2003	Daniel W. Marihugh	3629	Fisher, Michael J.	54151.18US1
10/659,228	09/10/2003	Barbara Rae Ryan	2623		54151.19US1
6,848,673	02/01/2005	Thomas H. McLaughlin Sr.	3723	Wilson, Lee D.	54151.20US1
6,677,689	01/13/2004	Daniel W. Marihugh	2836	Gregory J. Toatley, Jr.	54151.21US1
6,557,285	05/06/2003	John T. Walsh, Jr.	3612	Blankenship, Gregory A.	54151.22US1
6,698,597	03/02/2004	Daniel W. Marihugh	3634	Tran, Khoa H.	54151.23US1
6,439,345	08/27/2002	Patricia A. Recktenwald	2167	Bartuska, Francis J.	54151.24US1

I hereby revoke all previous powers of attorney given in the above-identified patent applications and patents.

☐

A Power of Attorney is submitted herewith.

Or

☒

I hereby appoint the practitioners associated with the Customer Number: **34018**

☒

Please change the correspondence address for the above-identified applications/patents to

  x   The address associated with Customer Number: **34018**

I am the:

  x   Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed.

**SIGNATURE of Applicant or Assignee of Record**

Name      Andrea Cannon

Signature

*Andrea Cannon*

Date

August 17, 2005

Telephone

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**STATEMENT UNDER 37 CFR 3.73(b)**

APPLICANT/ PATENT OWNER	APPLICATION NO./ PATENT NO.	FILING DATE/ ISSUE DATE	ENTITLED	NAME OF ASSIGNEE	ASSIGNMENT RECORDED AT REEL/FRAME NO
Sears Brands LLC	10/746,086	12/26/2003	BOOK AND METHOD OF ADVERTISING WITHIN THE BOOK	Sears Brands LLC	014855/0271
Sears Brands LLC	5,970,474	10/19/1999	REGISTRY INFORMATION SYSTEM FOR SHOPPERS	Sears Brands LLC	013625/0262
Sears Brands LLC	5,667,056	09/16/1997	HANGER TRANSPORT SYSTEM	Sears Brands LLC	013625/0262
Sears Brands LLC	6,725,999	04/27/2004	UNLOADING APPARATUS	Sears Brands LLC	013625/0262
Sears Brands LLC	6,601,929	08/05/2003	MULTIPLE CONFIGURATION SHELVING SYSTEM FOR DISPLAYING AUDIO VISUAL COMPONENTS	Sears Brands LLC	013625/0262
Sears Brands LLC	10/659,228	09/10/2003	METHOD FOR PROVIDING EMPLOYEE- TYPE BENEFITS TO RETAIL SHOPPERS	Sears Brands LLC	014480/0696
Sears Brands LLC	6,848,673	02/01/2005	JACK ASSEMBLY WITH LIFTING HANDLE	Sears Brands LLC	014866/0438
Sears Brands LLC	6,677,689	01/13/2004	STORE FIXTURE POWER DISTRIBUTION SYSTEM	Sears Brands LLC	013625/0262
Sears Brands LLC	6,557,285	05/06/2003	HANGING SIGN AND SUPPORT	Sears Brands LLC	013625/0262
Sears Brands LLC	6,698,597	03/02/2004	VERTICAL MERCHANDISE DISPLAY UNIT	Sears Brands LLC	013625/0262
Sears Brands LLC	6,439,345	08/27/2002	ITEM PICK-UP SYSTEM	Sears Brands LLC	013625/0262

Patent owner states that it is the Assignee of the entire right, title, and interest of the above-listed patent applications and patents and that Assignments were recorded at the United States Patent and Trademark Office at the reel and frame numbers listed above.

The undersigned (whose title is supplied below) is authorized to act on behalf of Assignee.

August 17, 2005  
Date

Andrea Cannon  
Typed or printed name

(817) 286-1435  
Telephone number

Andrea Cannon  
Signature  
Vice President  
Title

